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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91176791
Party	Defendant MATTEL, INC.
Correspondence Address	Lawrence Y. Iser, Esq. Kinsella Weitzman Iser Kump & Aldisert LLP 808 Wilshire Blvd., Suite 300 Santa Monica, CA 90401 UNITED STATES CFitzgerald@kwikalaw.com
Submission	Defendant's Notice of Reliance
Filer's Name	Chad R. Fitzgerald
Filer's e-mail	cfitzgerald@kwikalaw.com
Signature	/crf/
Date	06/16/2009
Attachments	Applicants Notice of Reliance re Produced Evicence Vol. 1.pdf (57 pages) (8215646 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No. 78/751,105
Published for Opposition in the OFFICIAL GAZETTE on December 12, 2006

UMG RECORDINGS, INC.

Opposition No.: 91176791

Opposer

v.

MATTEL, INC.

Applicant

APPLICANT'S NOTICE OF RELIANCE RE: PRODUCED EVIDENCE

Vol. 1 of 2

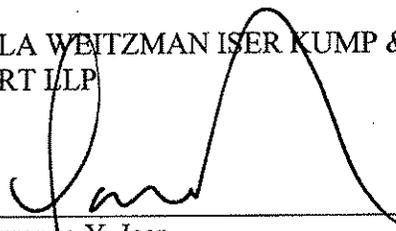
Pursuant to the parties' stipulations for introduction of evidence at trial, Applicant Mattel, Inc. ("Applicant") hereby makes of record and notifies Opposer UMG Recordings, Inc. ("Opposer") of its reliance on:

1. Those documents produced by Applicant and bates-labeled APP 00001.001-00001.110 and APP 441-442, true and correct copies of which are attached hereto as **Exhibit A**.

DATED: June 16, 2009

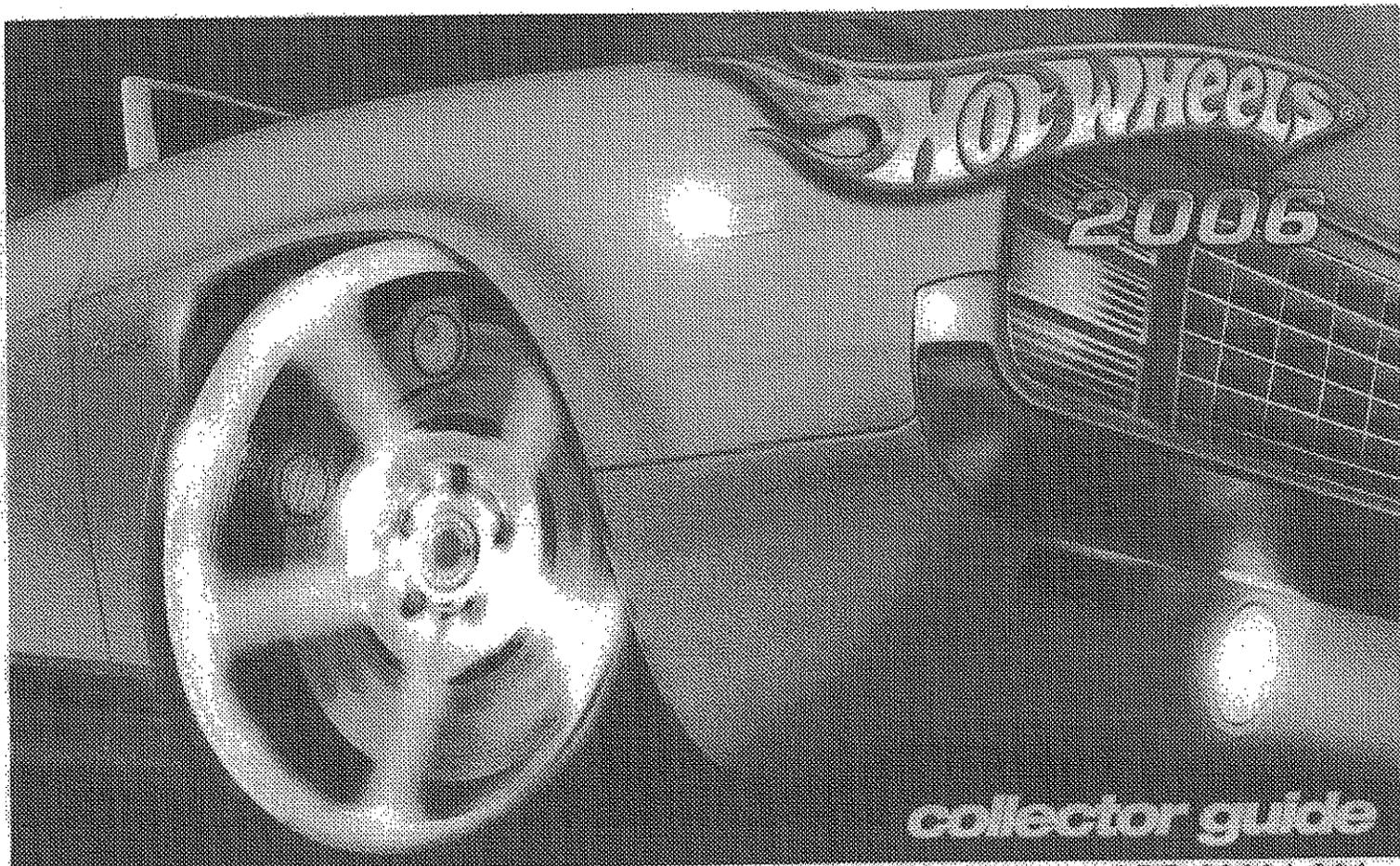
Respectfully submitted,

KINSELLA WEITZMAN ISER KUMP &
ALDISERT LLP

By: 

Lawrence Y. Iser
Attorneys for Applicant Mattel, Inc.

Exhibit A



collector guide

APP 00001.001

Welcome to the 2006



Collection!

This book contains everything you need to know to collect all of the 2006 Hot Wheels® models. We'll show you how to collect by segment and by month with color photos of all of the segment series models! There are also tips for collecting as well as valuable coupons inside!

APP 00001.002

2006 First Editions™ Series #01-38

T-Hunt® Series #39-50

Segment Series #51-110

Track Aces™ Series #111-122

APP 00001.003

HOW TO COLLECT:

It's never been easier or more fun to collect Hot Wheels® cars! We've divided up the line into 2006 First Editions™ (new models), 12 different segment series, 12 Track Aces™ models and 12 highly collectible T-Hunt® vehicles! Every month look for 3 new models, 1 new segment series of 5 vehicles, 1 Track Aces™ vehicle and 1 T-Hunt® vehicle — if you can find it!!! See how far you have left to go to collect 'em all!

APP 00001.004

HOW TO COLLECT:

Every 2006 Hot Wheels® model has a collector number so you can easily keep track of what you have and what's left! There are 223 total vehicles in the 2006 line and you can use this book to help keep track of your checklist.



APP 00001.005

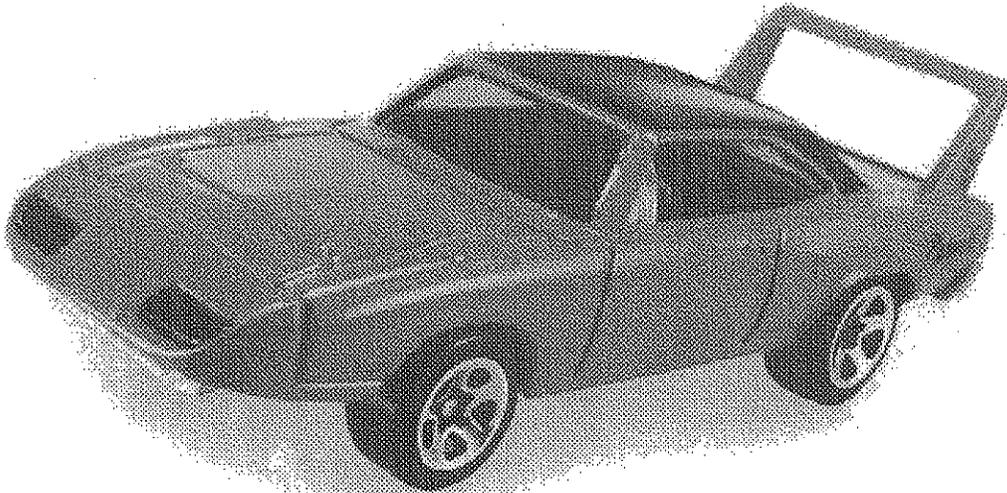
2006 First Editions™

These are some of the most special cars that are created in the Hot Wheels® line each year. They mark the first time a model is ever introduced into the Hot Wheels® line! This year, there are 38 new models to collect, with about 3 new models to look for every month. Follow along and collect all of the 2006 First Editions™ models for 2006!



APP 00001.006

 2006 First Editions™



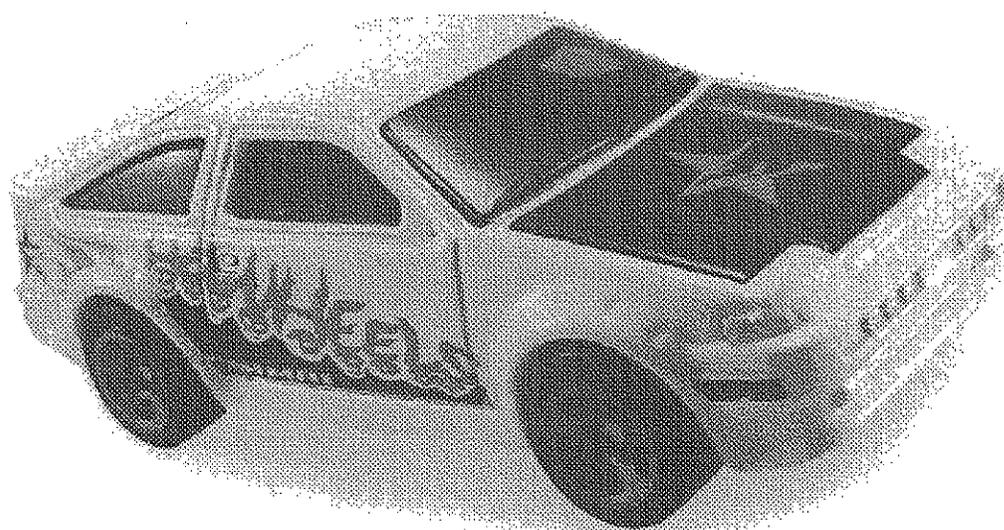
□ '70 Plymouth® Superbird #001

January - February

APP 00001.007

2006 First Editions™

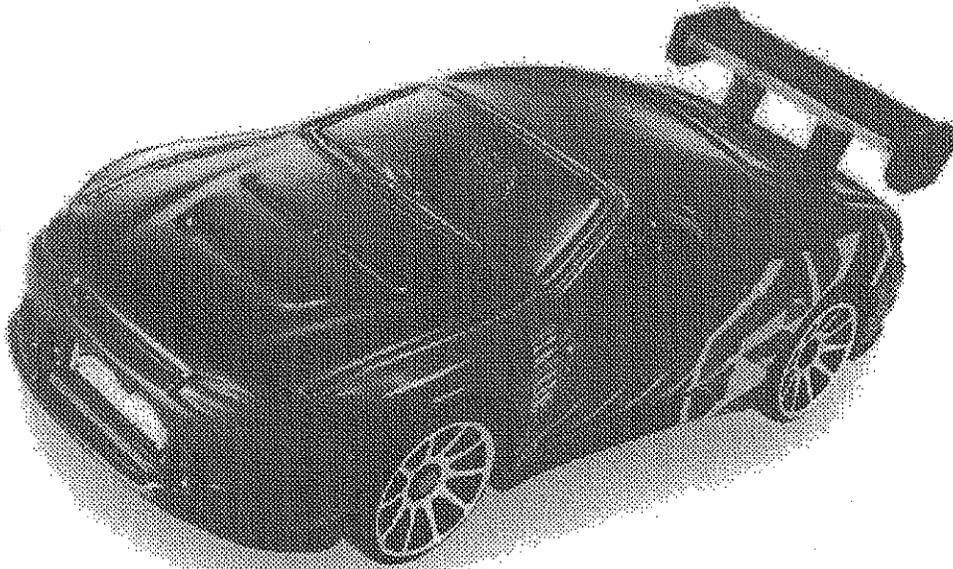
January - February



☐ Toyota AE-86 Corolla #002

APP 00001.008

 2006 First Editions™



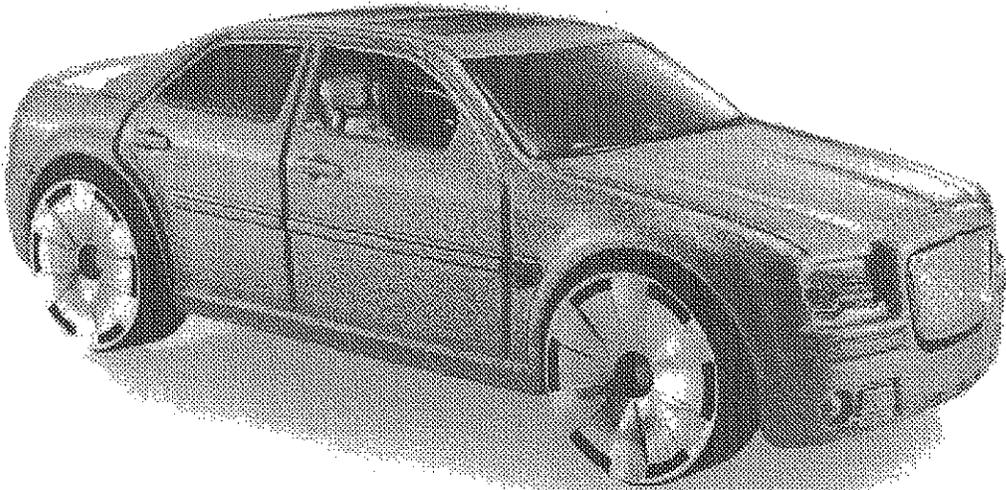
Nissan Silvia S15 #003

January - February

APP 00001.009

 2006 First Editions™

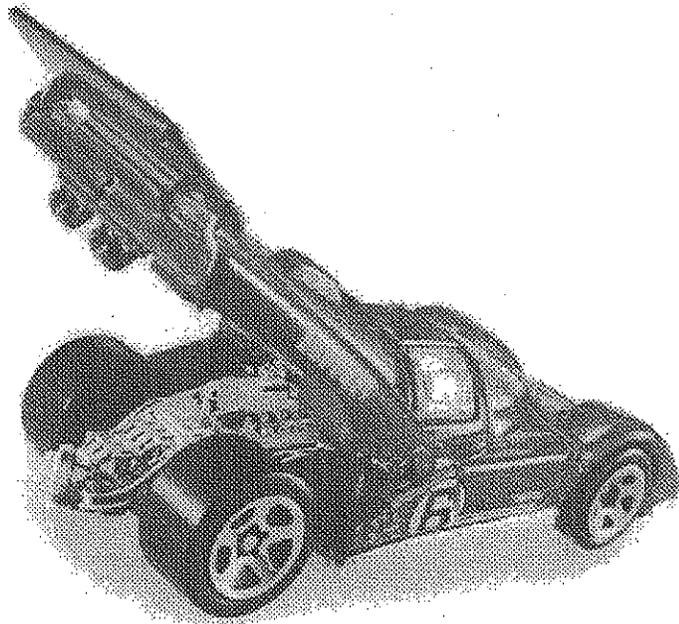
January - February



Chrysler® 300C® Hemi® #004

APP 00001.010

 2006 First Editions™



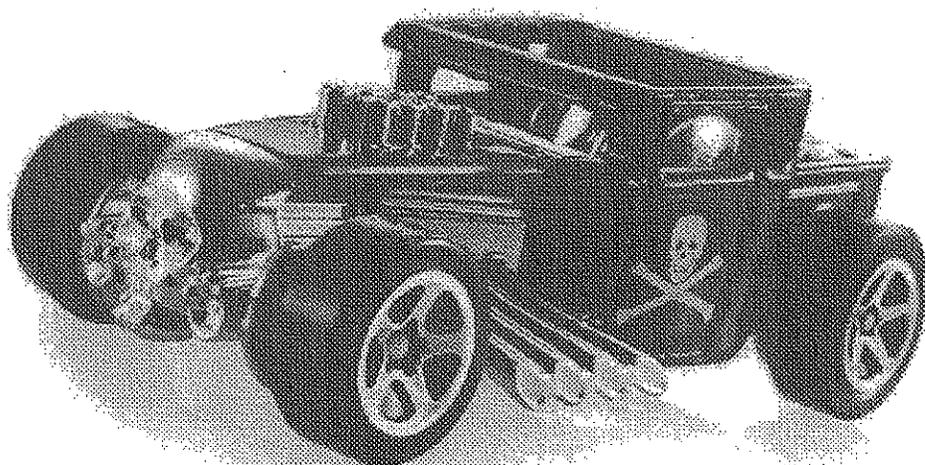
□ Ferrari 512 M #005

January - February

APP 00001.011

2006 First Editions™

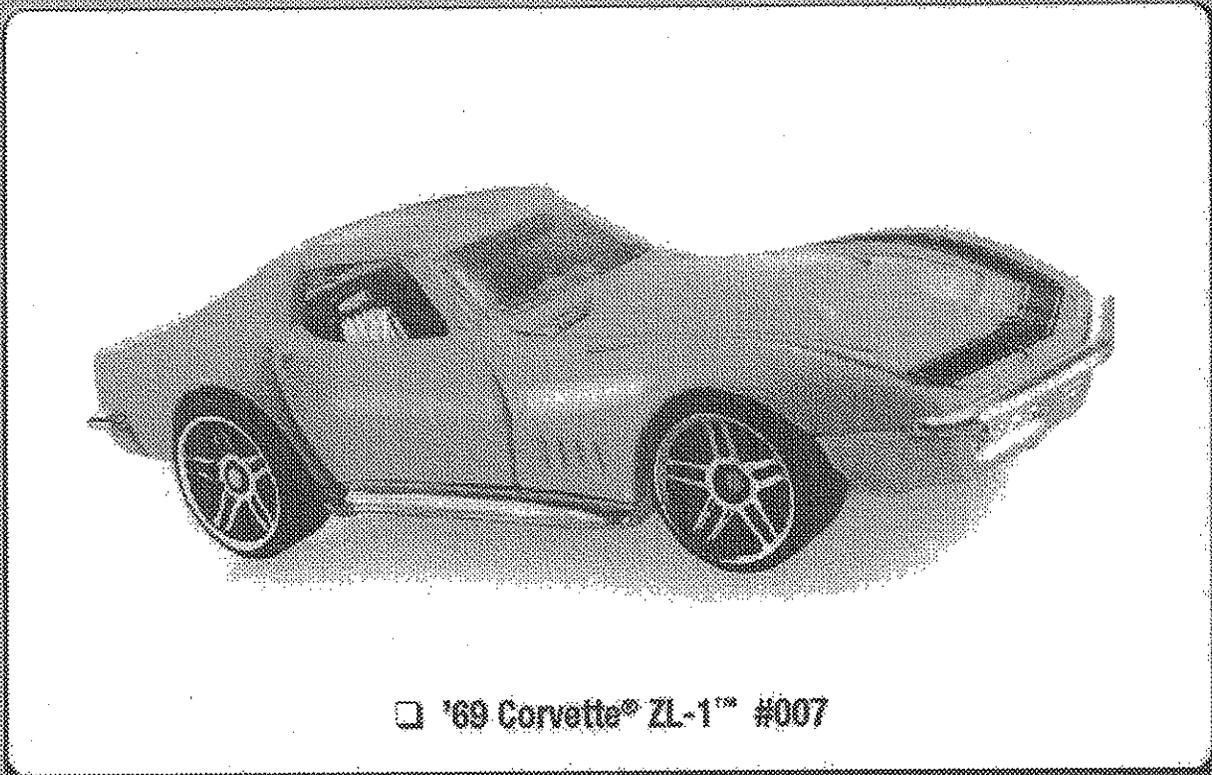
January • February



□ Bone Shaker™ #006

APP 00001.012

 2006 First Editions™



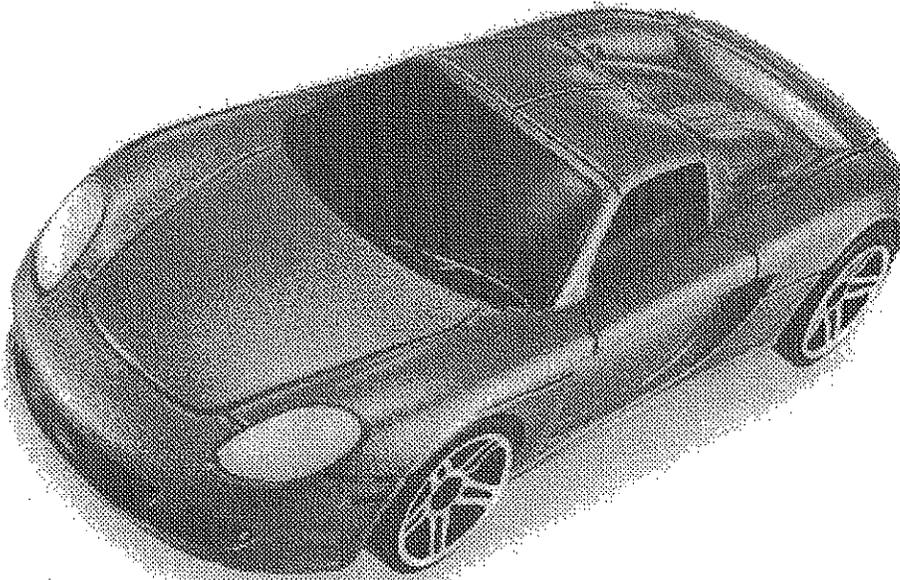
□ '69 Corvette® ZL-1™ #007

March-April

APP 00001.013

 2006 First Editions™

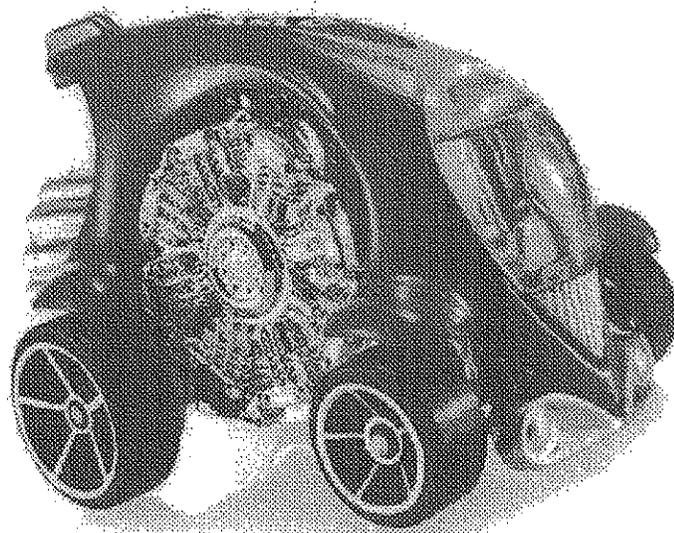
March - April



Porsche Carrera GT #008

APP 00001.014

 2006 First Editions™



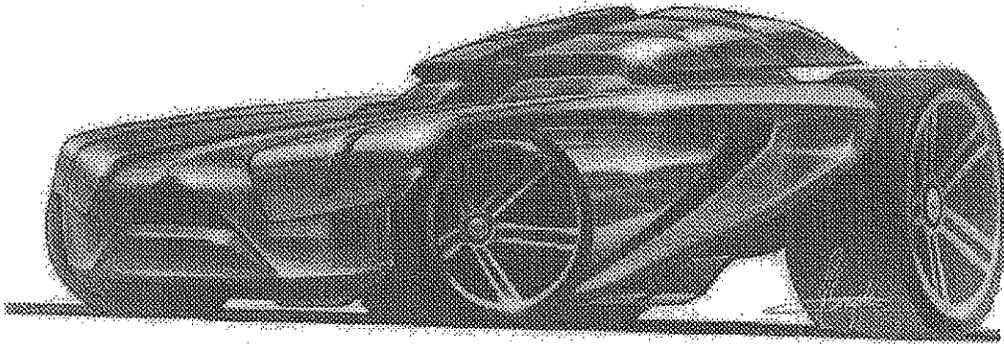
Cyclops™ #009

March-April

APP 00001.015

 2006 First Editions™

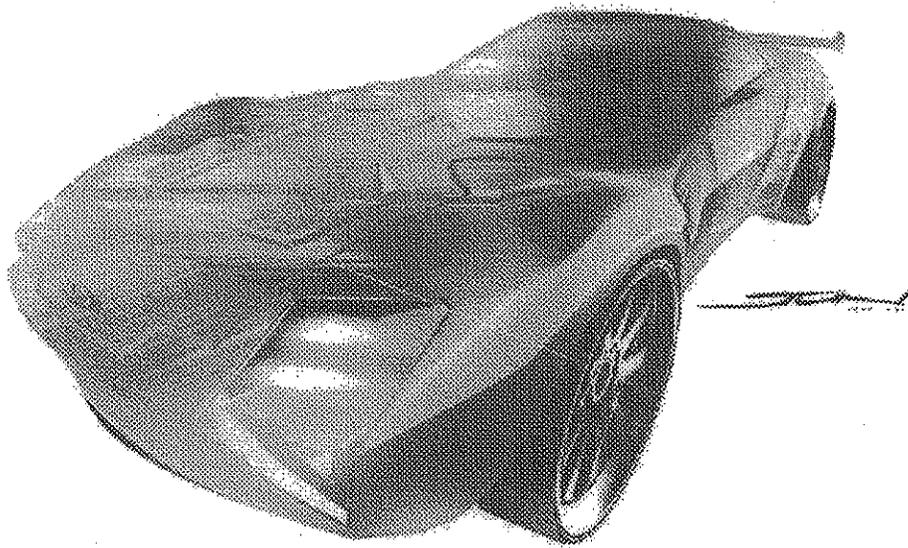
March-April



☐ Pharodox™ #010

APP 00001.016

 2006 First Editions™



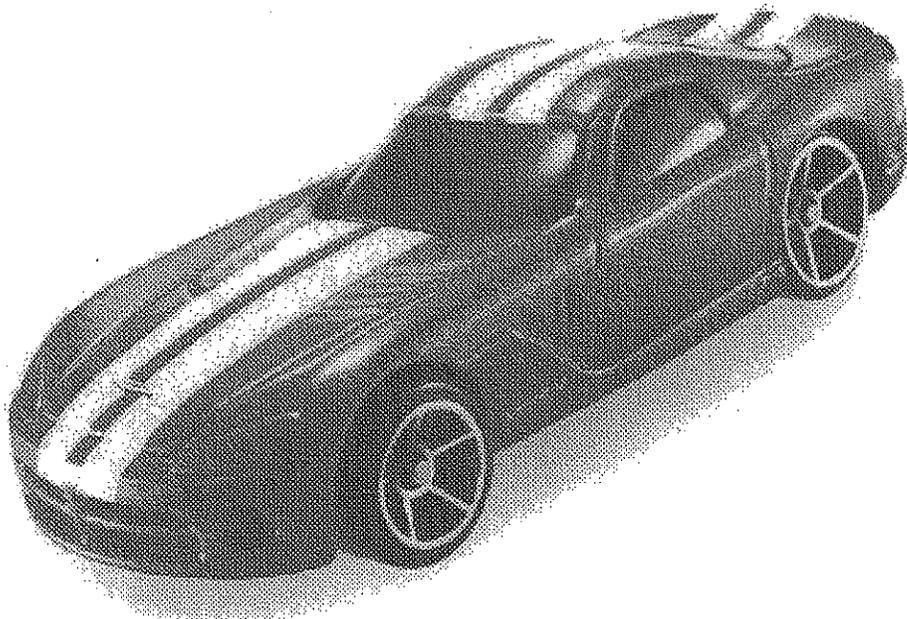
Nerve Hammer™ #011

March-April

APP 00001.017

2006 First Editions™

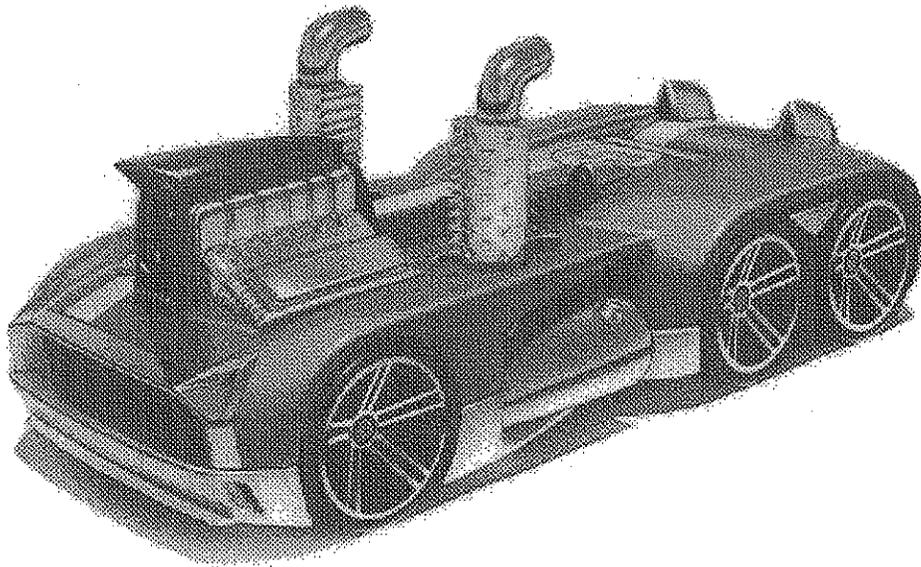
March-April



□ 2006 Dodge Viper Coupe #012

APP 00001.018

 2006 First Editions™



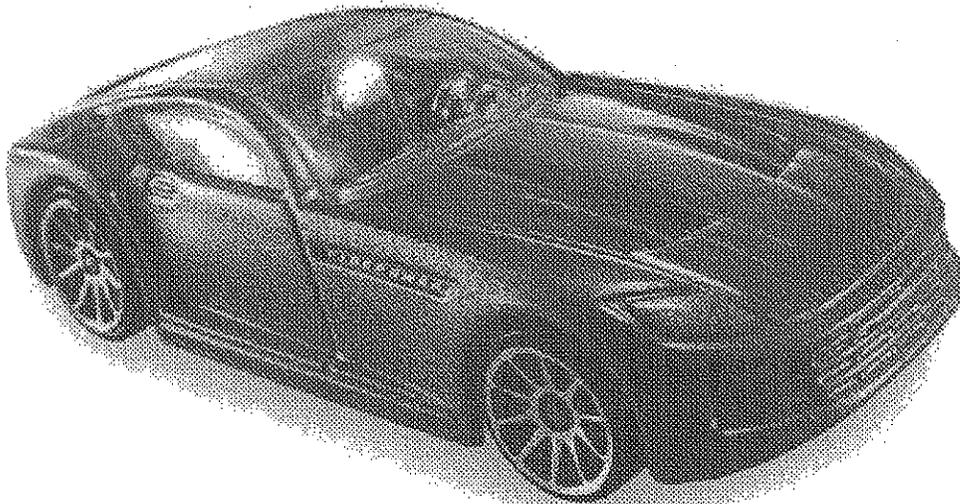
Semi-Psycho™ #013

March-April

APP 00001.019

 2006 First Editions™

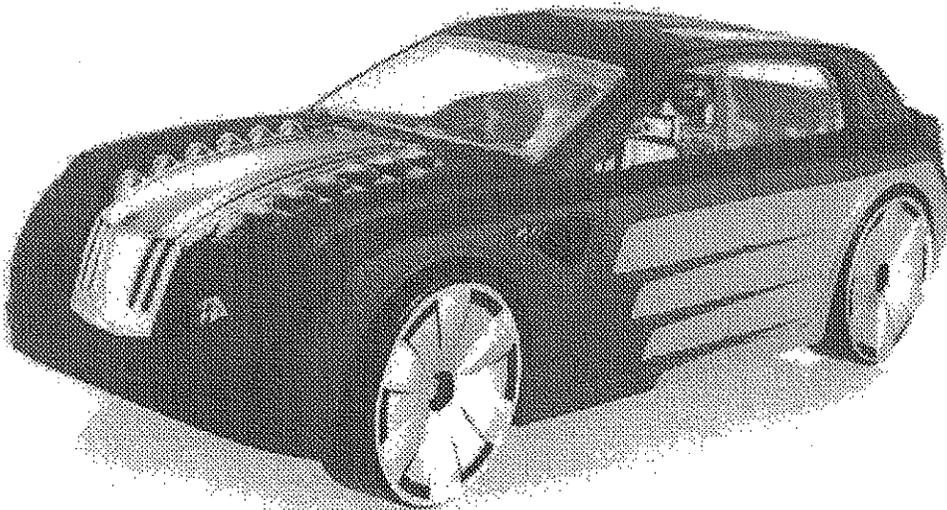
May-June



Chrysler® Firepower Concept #014

APP 00001.020

 **2006 First Editions™**



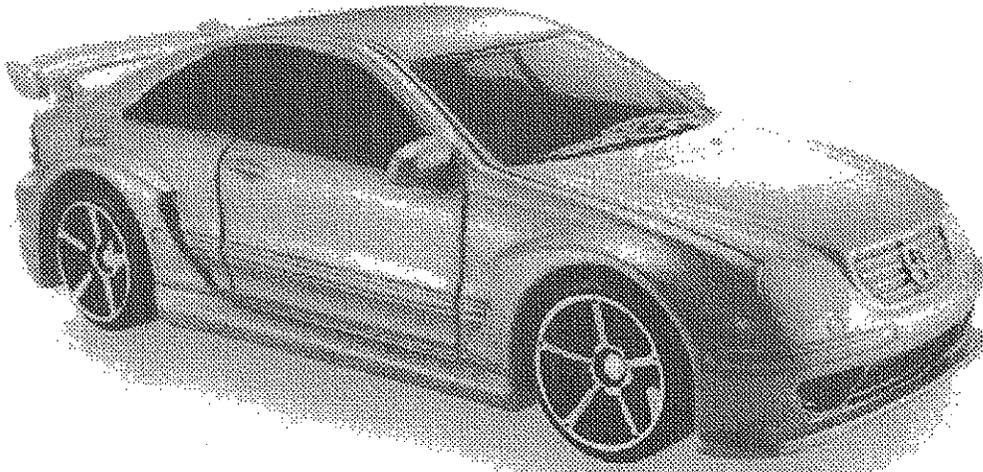
Unobtanium 1™ #015

May-June

APP 00001.021

2006 First Editions™

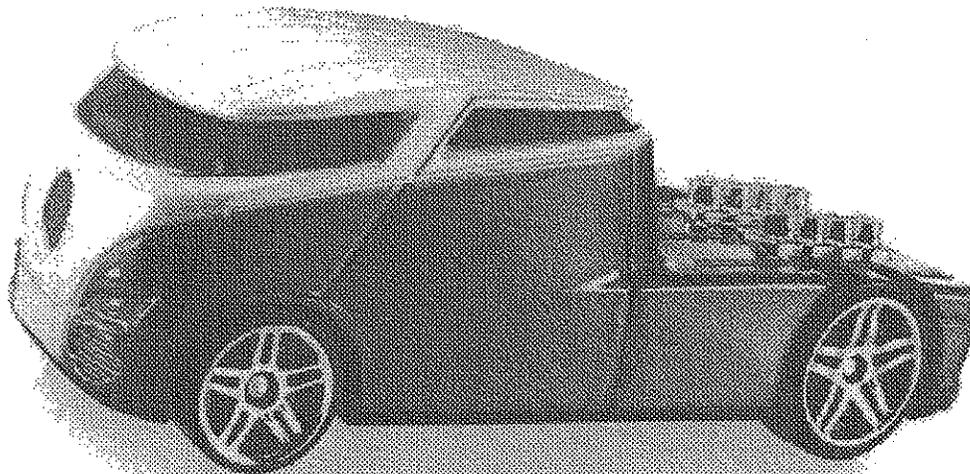
May-June



AMG Mercedes-Benz CLK DTM #016

APP 00001.022

 2006 First Editions™



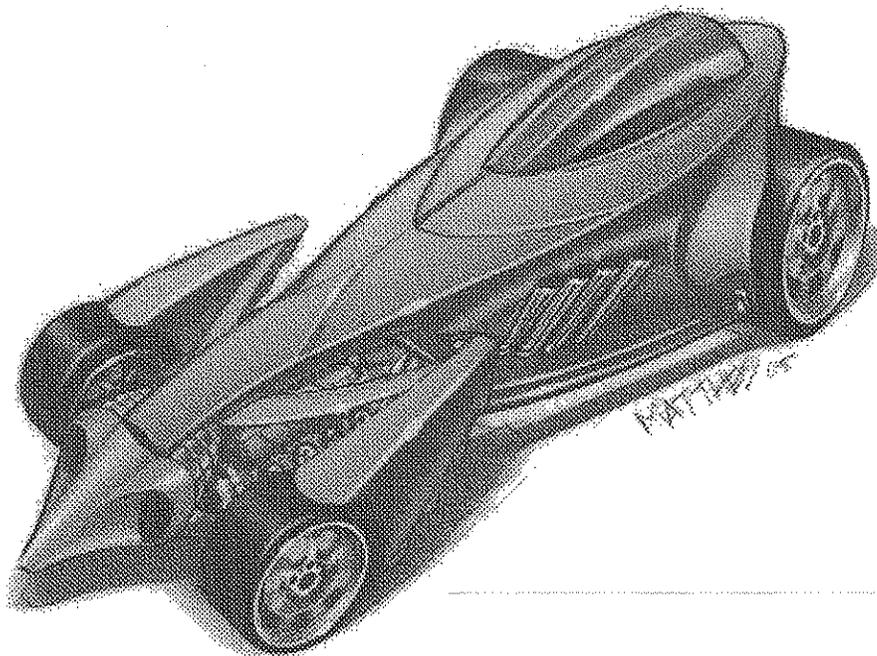
Qombee™ #017

May-June

APP 00001.023

2006 First Editions™

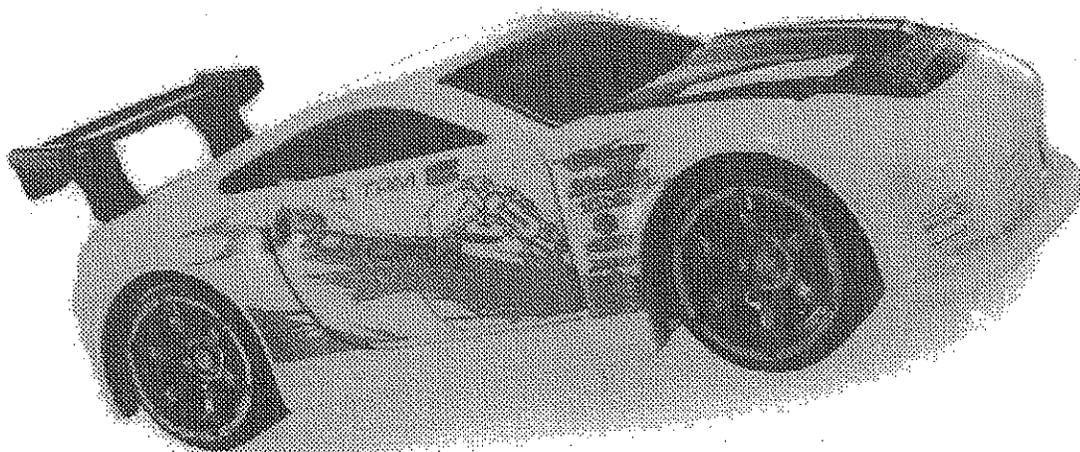
May-June



Preying Menace™ #018

APP 00001.024

 2006 First Editions™



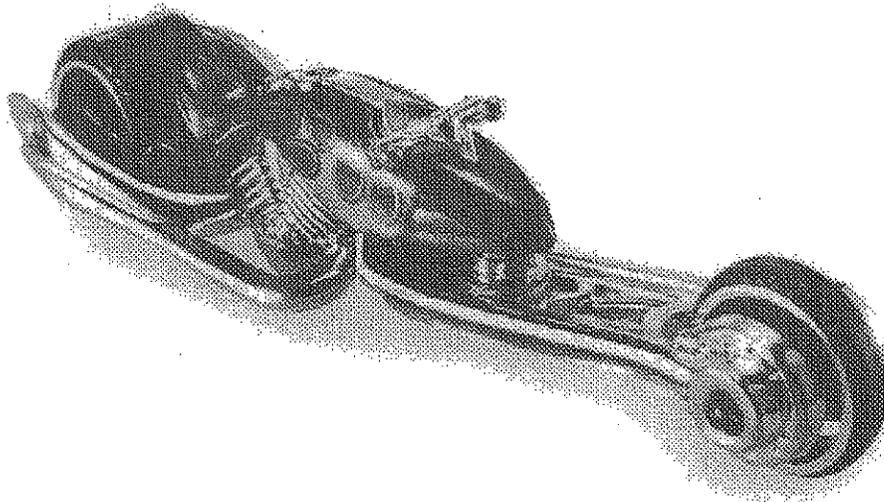
Nissan Z® #019

May-June

APP 00001.025

2006 First Editions™

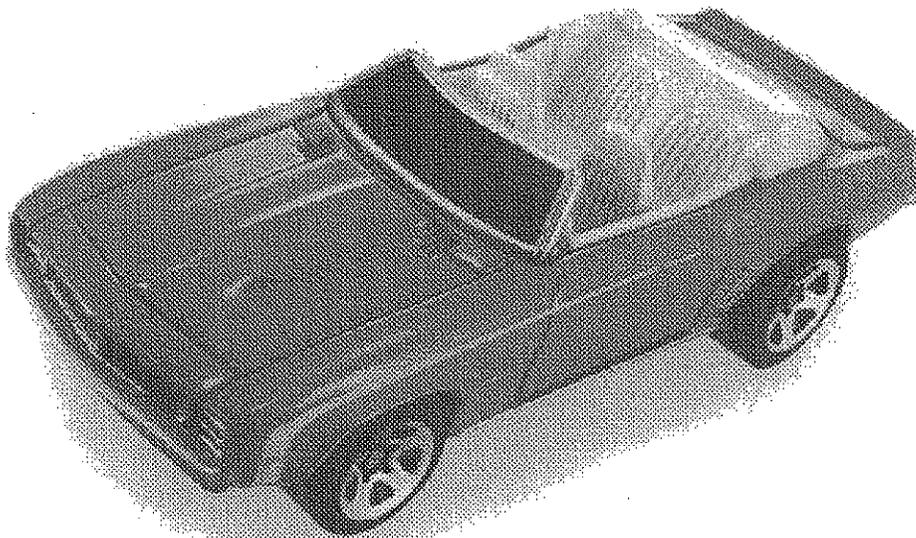
July-August



Hammer Sled™ #020

APP 00001.026

2006 First Editions™



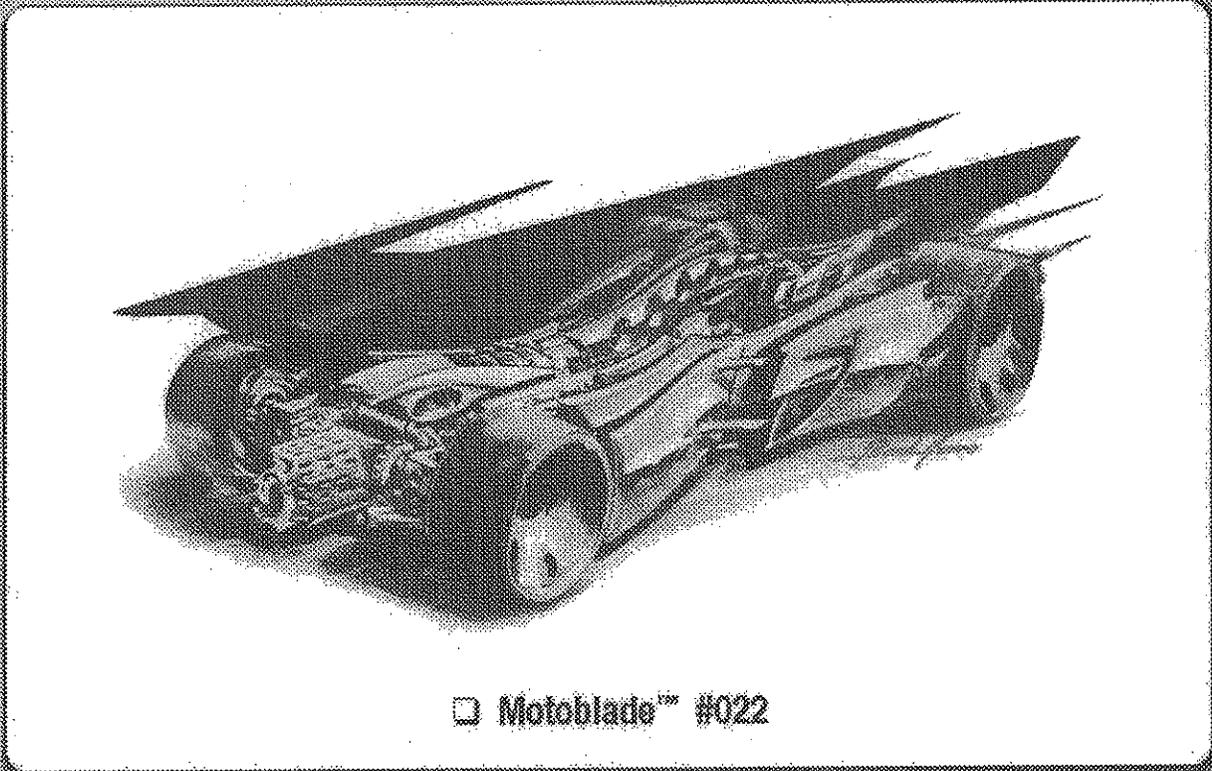
'69 Camaro® Convertible #021

July-August

APP 00001.027

2006 First Editions™

July-August



□ Motoblade™ #022

APP 00001.028

2006 First Editions™



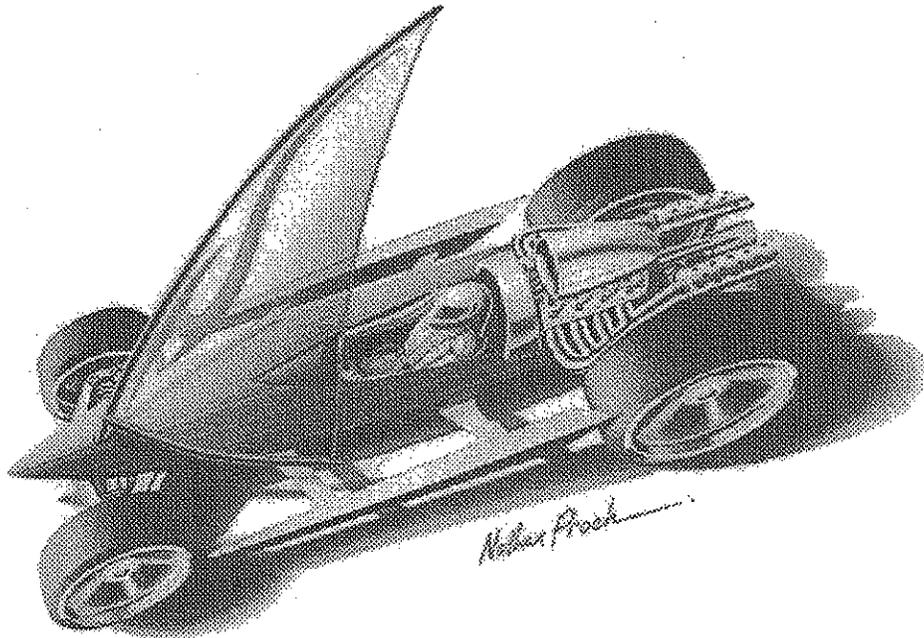
□ HUMMER® H2™ #023

July-August

APP 00001.029

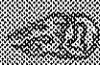
2006 First Editions™

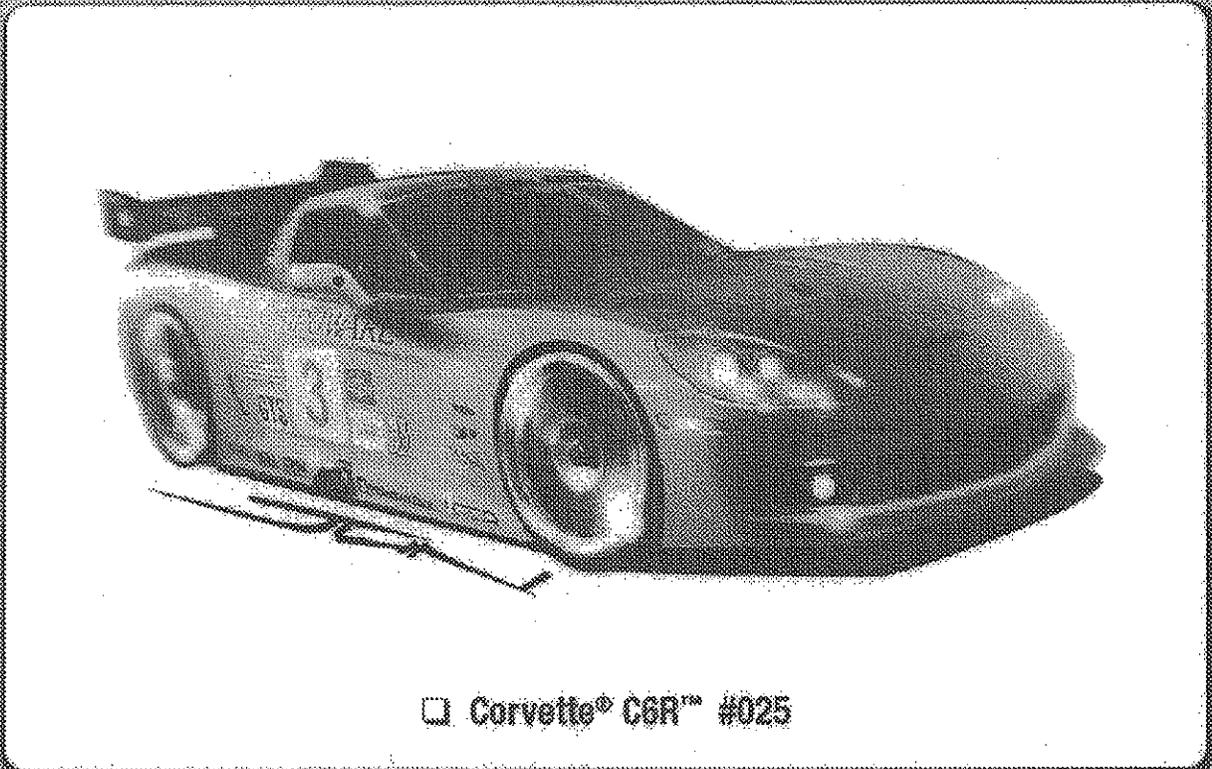
July-August



□ Bon Voyage™ #024

APP 00001.030

 2006 First Editions™



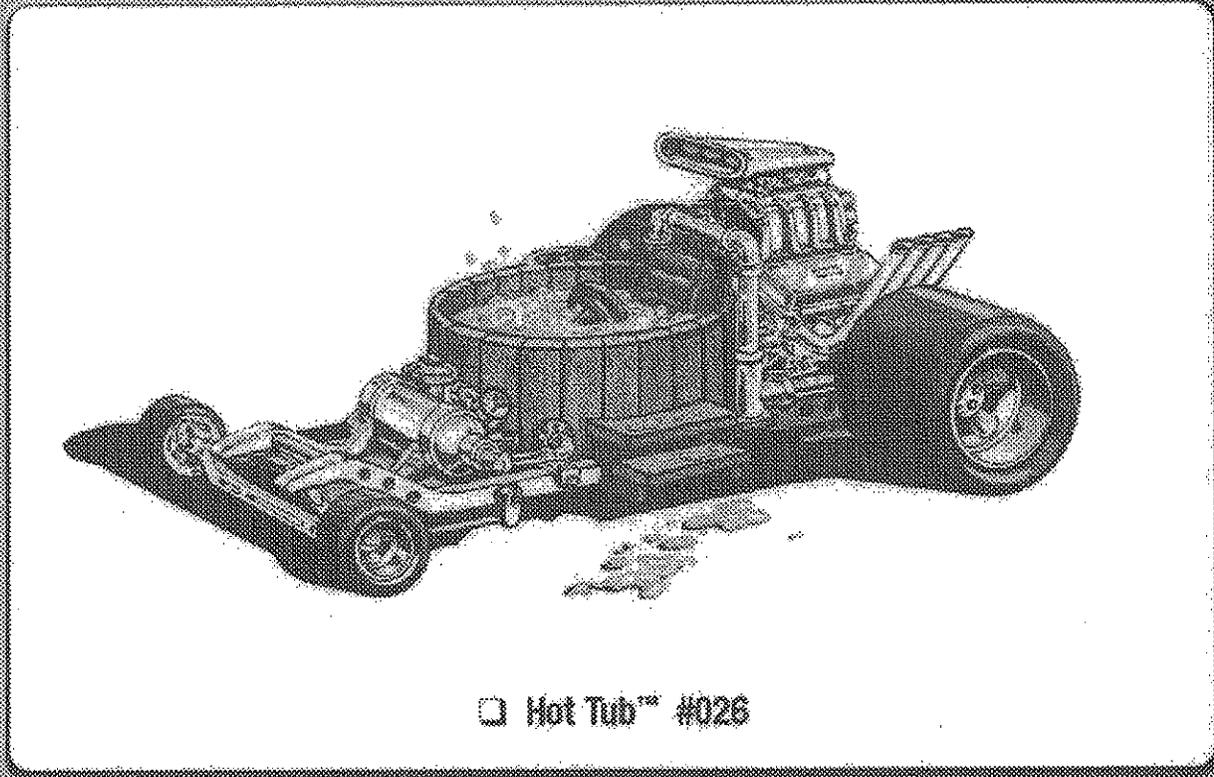
July - August

□ Corvette® C6R™ #025

APP 00001.031

2006 First Editions™

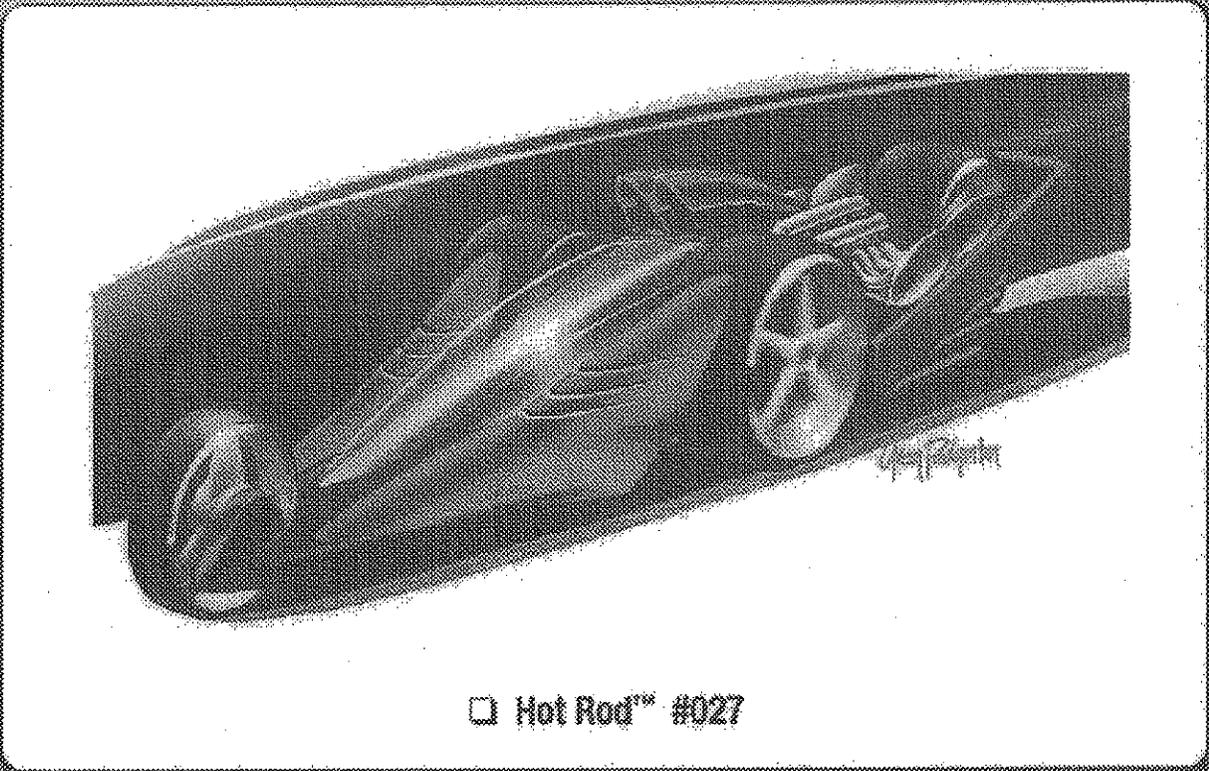
July-August



Hot Tub™ #026

APP 00001.032

 2006 First Editions™



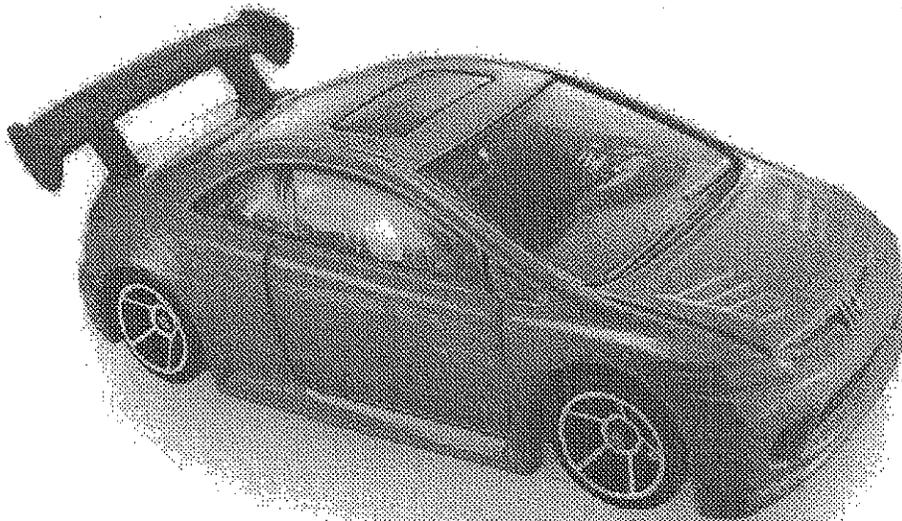
Hot Rod™ #027

September - October

APP 00001.033

2006 First Editions™

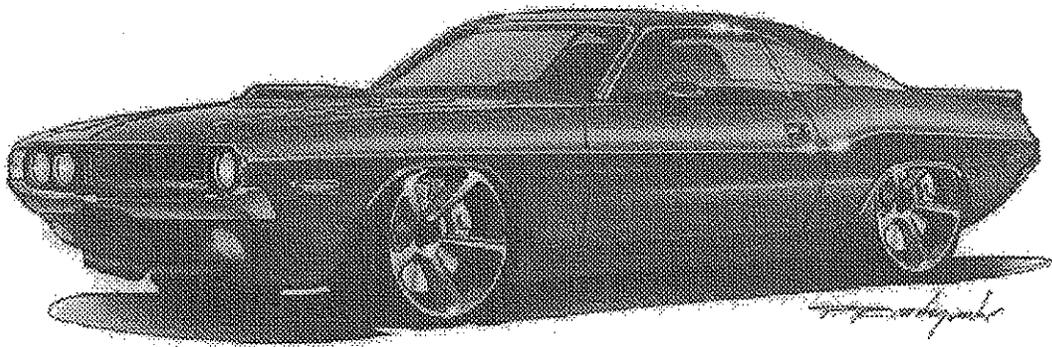
September - October



□ Honda® Civic® Si™ #028

APP 00001.034

 2006 First Editions™



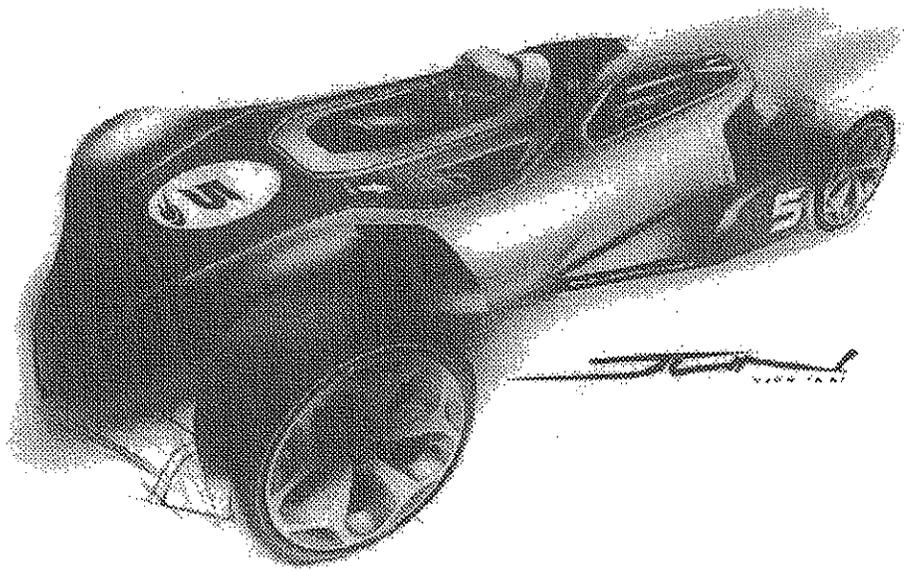
☐ '70 Hemi® Challenger #029

September - October

APP 00001.035

2006 First Editions™

September - October



Med-Evil™ #030

APP 00001.036

 2006 First Editions™



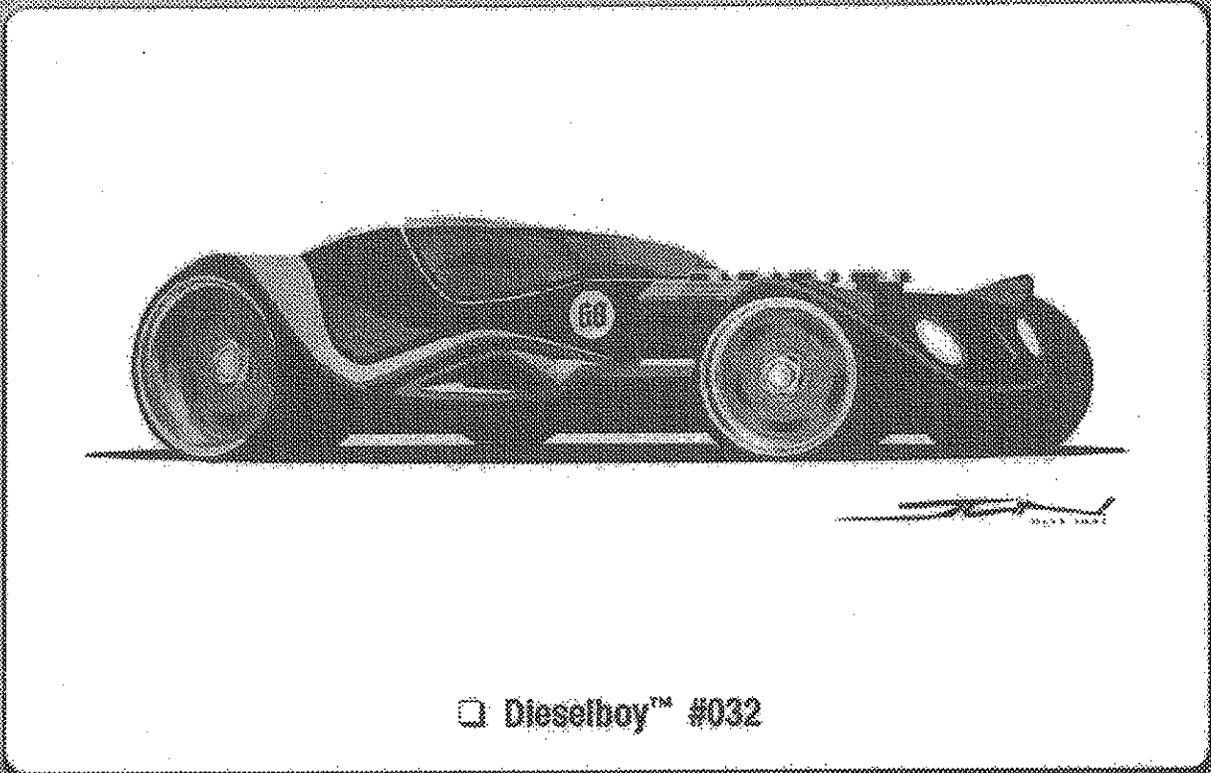
Nissan Titan #031

September - October

APP 00001.037

2006 First Editions™

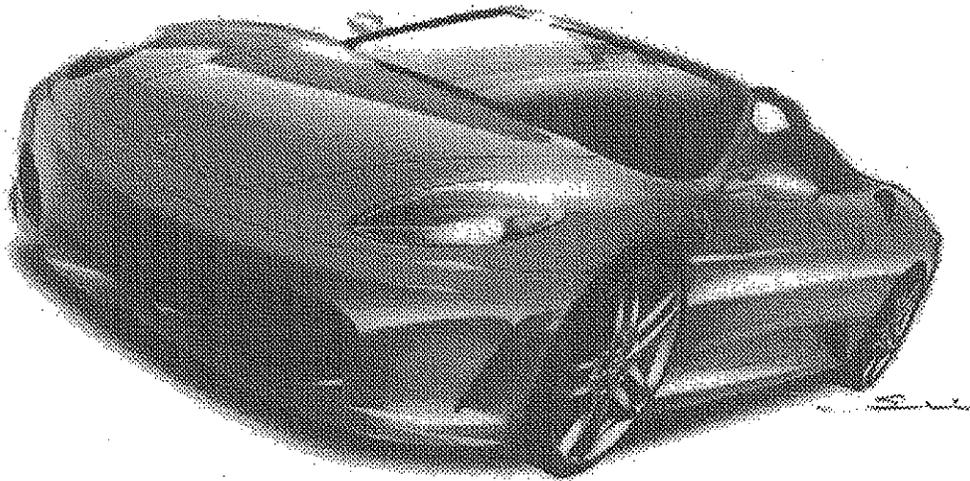
September - October



□ Dieselboy™ #032

APP 00001.038

 2006 First Editions™



Ferrari F430 Spider #033

November - December

APP 00001.039

 2006 First Editions™

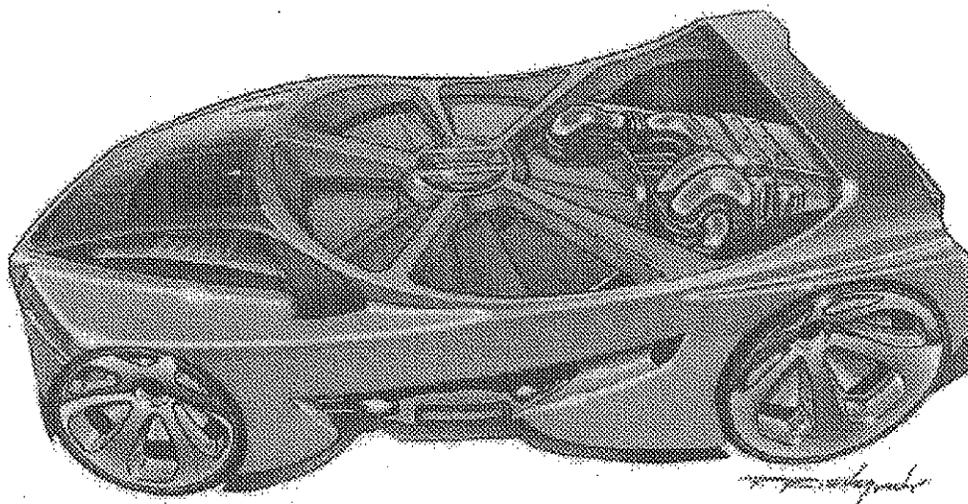
November - December



□ '07 Cadillac® Escalade™ #034

APP 00001.040

2006 First Editions™



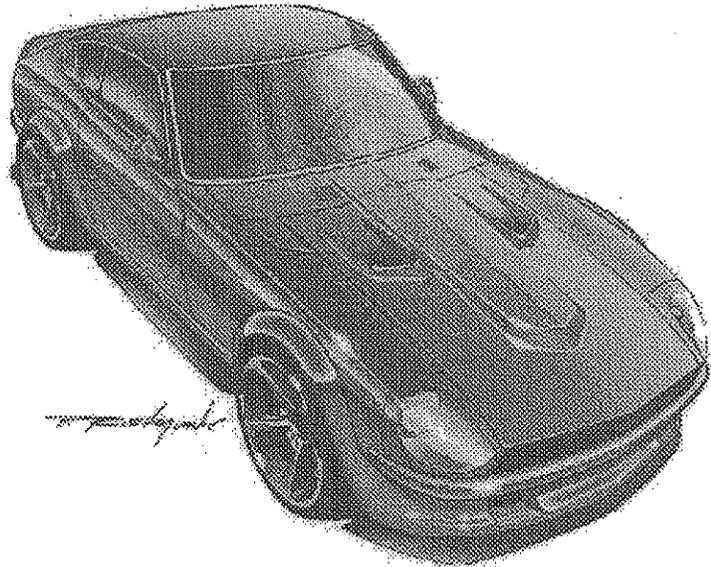
❑ Mega Thrust™ #035

November-December

APP 00001.041

2006 First Editions™

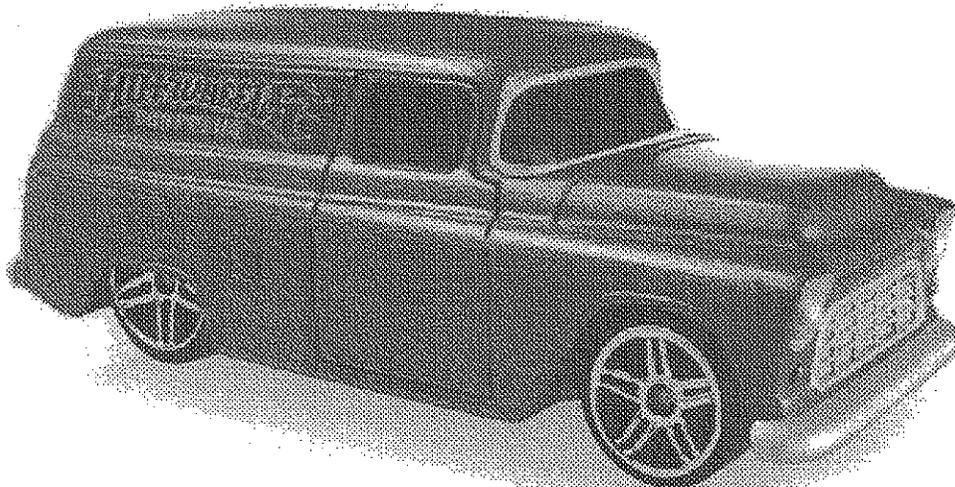
November-December



Datsun 240Z #036

APP 00001.042

 2006 First Editions™



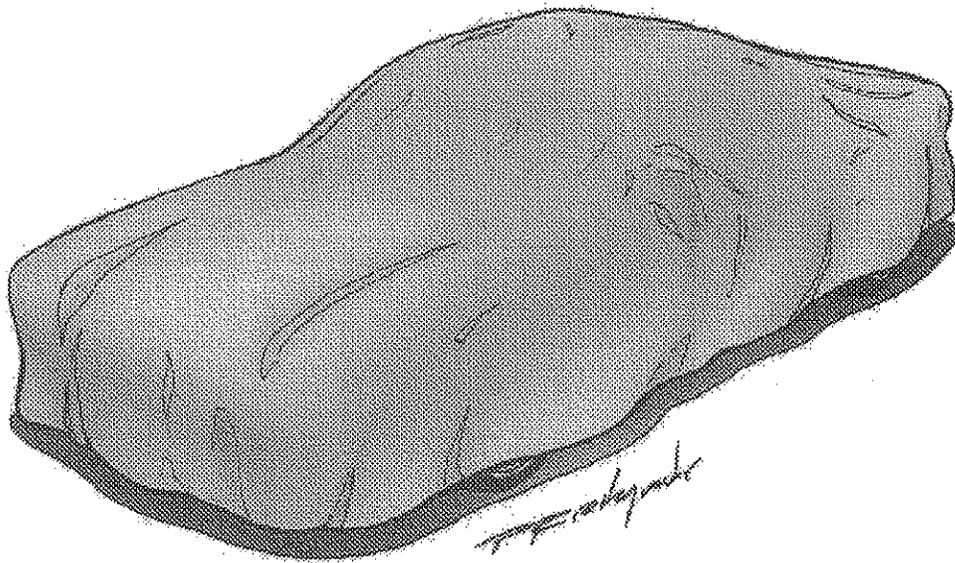
Custom '56 Chevy® Panel #037

November - December

APP 00001.043

2006 First Editions™

November - December



Volkswagen Karmann Ghia #038

APP 00001.044

T-Hunt® Series

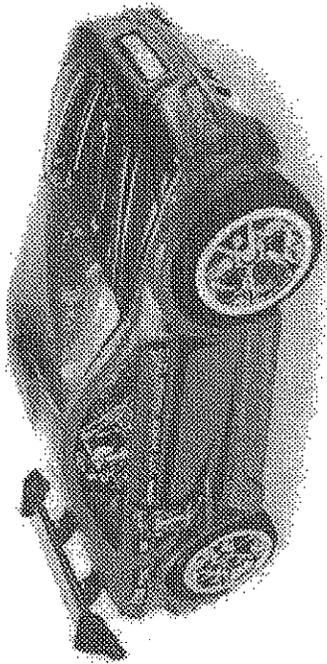
T-Hunt® cars have always been some of the most sought-after Hot Wheels® cars made every year. This is because each one is a limited edition and is available for only a one month period. These also include special 2-piece Real Riders® tires which are not available anywhere else in the mainline. Try and collect the T-Hunt® model each month!



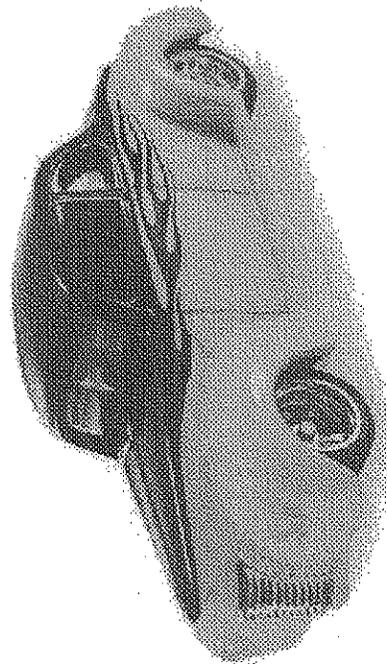
APP 00001.045

January - February

T-Hunt® Series



□ Asphalt Assault® #039



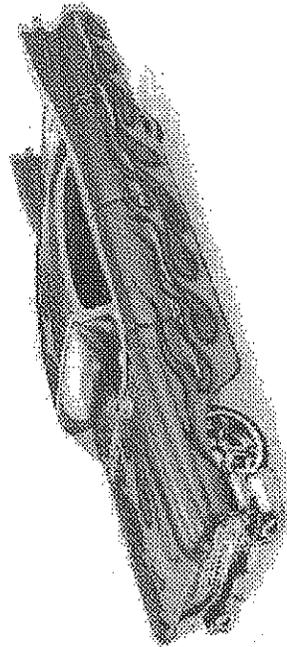
□ '40 Ford Coupe #040

APP 00001.046

T-Hunt® Series



□ Sooo Fast® #041



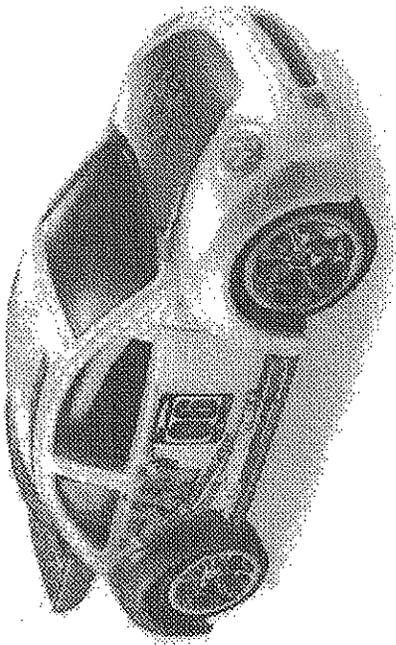
□ Custom '59 Cadillac® #042

March - April

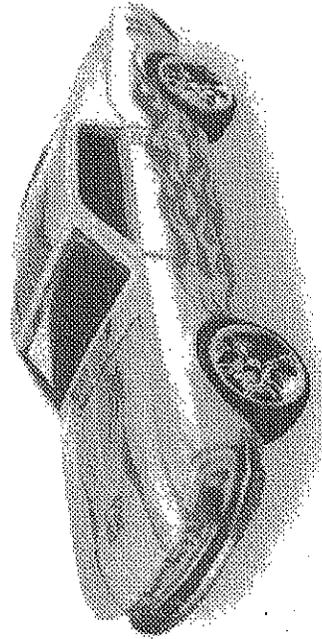
APP 00001.047

May-June

T-Hunt® Series



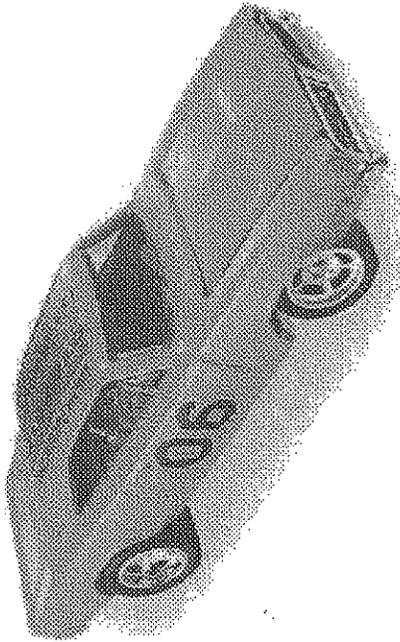
□ Volkswagen New Beetle Cup #043



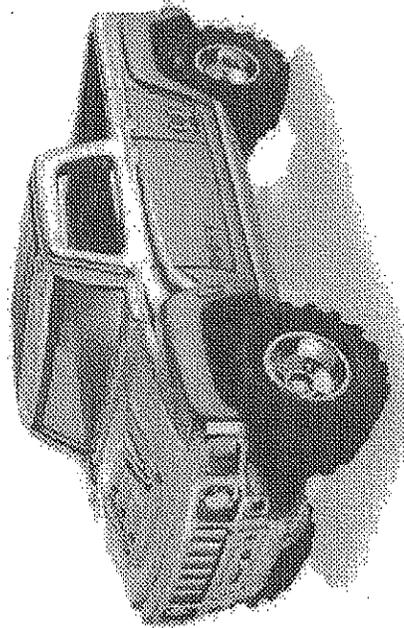
□ '67 Mustang #044

APP 00001.048

T-Hunt® Series



□ 1969 Dodge Charger #045



□ HUMMER® H3T™ #046

July - August

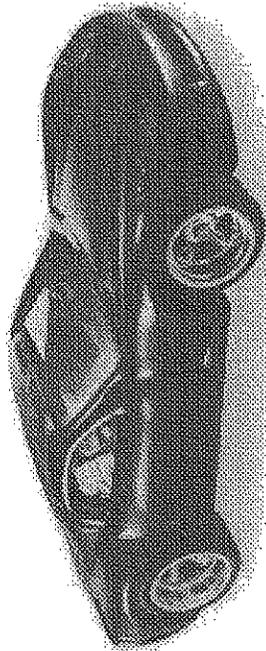
APP 00001.049

September - October

T-Hunt® Series



□ CUL8R™ #047



□ Corvette® C6™ #048

APP 00001.050

T-Hunt® Series



Pit Cruiser™ #049



Dairy Delivery™ #050

November - December

APP 00001.051

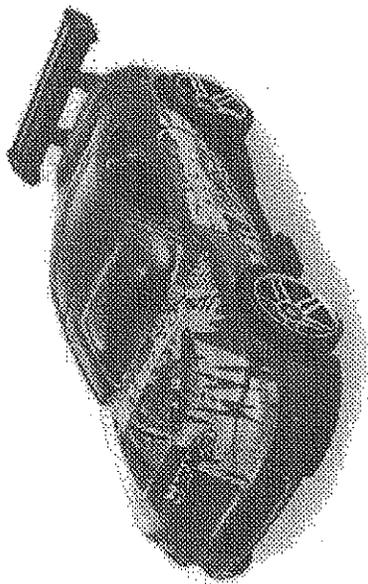
Segment Series

In 2006, there are 12 segment series to collect!
Each segment series contains a cool theme with
5 different vehicles. Look for a new segment series
every month!



APP 00001.052

Drift Series®



Super Tsunami® #051



Toyota Supra® #052

January - February

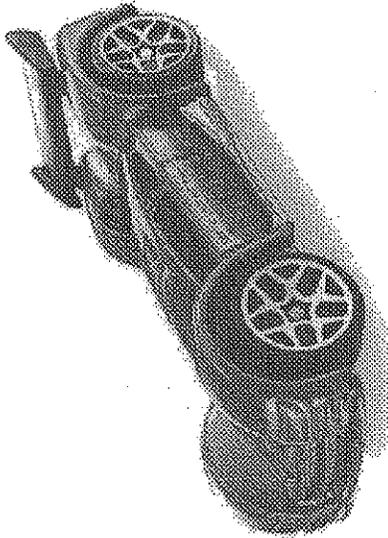
APP 00001.053

January-February

Drift Series®



□ 24/Seven® #053



□ Mid Drift™ (Drop Tops™) #054

APP 00001.054